

ABSTRACT OF THE DISCLOSURE

In a communication network, a caller selects a personalized notification to be sent together with his call. The personalized notification, for example a personalized ringtone, is sent as a message together with the call. The switching center sends the message to the recipient of the call when the call is routed. The recipient's device determines that the incoming caller matches the sender of the message, and the message is opened, causing the caller's personalized notification to be played on the recipient's device.